

## Small-scale entrepreneurs ignored across country'

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SHILLONG, DEC 7: The small scale entrepreneurs across the states in the country including Meghalaya are the most ignored segments of the economic sector despite their contribution of 40 per cent to the national GDP, said Bhairavi Jani, chairperson of Indian Entrepreneurship Foundation (IEF) here.

"Everywhere you look in the country, the small scale entrepreneurs are creating jobs, local livelihoods and creating an impact. However small, but when adds up together, they create the kind of economic engine for 40 per cent of the 63 per cent NDP (national domestic product) that private sector generates," she said.

"But these small entrepreneurs are the most ignored and why, it is because they are not the below poverty line, they are standing on



Indian Entrepreneurship Foundation chairperson Bhairavi Jani addresses media persons in the city on Monday. Guardian photo

their own feet so they are ignored by the governments and others," Jani said.

She also added, "They are the most unrecognized segment of our economy and they create some real potential for livelihood, they mitigate issues like migra-

tions, mitigate issue of social imbalance and yet we don't really look on how to help them."

The chairperson was addressing a press meet to announce the recent completion of the first ever 'IEF MasterClass' conducted by IEF in collaboration with the Me-

ghalaya Institute of Entrepreneurship in the city.

As many as 15 local entrepreneurs joined and completed the IEF MasterClass which helps catapult entrepreneurs to the next level, shortening their journey to success.

"Many of them have simple challenges on how do they raise their finance, differentiate between debts and inequity, how to market products, hire people, all these subjects almost 25 of them we now put them in the IEF MasterClass, first module of which we completed just last week in Shillong," Jani said.

"While Meghalaya is the first state where the MasterClass is being conducted, such classes will also be held in Nagaland, Jammu & Kashmir and several other states. According to Jani, the IEF

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envisages creating a collaborative eco system for small scale entrepreneurs in the country by reducing their time to success and increasing their chances to success.

"IEF intends to create larger potential of these entrepreneurs who many of them are first generation and are creating significance livelihood as well," she said adding, "IEF intends to do this using action on the ground, awareness in larger society and also advocacy when needed with the government or even private sectors."

Stating that the class is not taught by academicians but by practitioners, who have 30 years experiences in their individual fields both nationally and internationally, she said, "The master class allows entrepreneurs to use the learning taught in his or her own business. The class is not taught through whiteboard but it's a sort of conversational methodology using a lot of tools so that entrepreneurs can actually have full benefit from the practitioners who teach these classes."

Subjects of expertise include personal ideation and entrepreneurship preparedness, human resource management and development, business planning, financial planning, accounting, branding, marketing, sales, distribution, funding growth and valuation.

Earlier, the first batch of IEF's MasterClass was also felicitated in a function attended by the State Chief Secretary PBO Wajri.

In his speech, Wajri said, "The IEF's MasterClasses have been very valuable for the entrepreneurs who have attended them. We hope that these entrepreneurs who have been trained will not only use the knowledge for themselves but also guide others in their endeavours."